



**BANK ON LOUISVILLE  
PARTNERING WITH BUSINESSES, FINANCIAL INSTITUTIONS  
AND NON-PROFITS**

Studies from across the nation have shown that better access to the tools that create financial independence is essential for families. National League of Cities' "Bank On" program is being promoted throughout the country and works to unite cities, the Federal Reserve, banks, credit unions, and community partners to increase access to financial education and mainstream financial products and services.

There are several reasons why the **Bank On Louisville** campaign is underway in our community – reasons that should resonate with your business:

- We know that employees dealing with personal financial stress show a pattern of problems in the workplace, including: decreased ability to concentrate resulting in inefficiency, absenteeism, frequent personal phone calls, and the risk of fraud and/or theft;
- We know that over the course of a working lifetime, a wage earner will pay an incredible \$40,000 in transaction fees related to check cashing, money orders, etc. that would otherwise be available for other purposes and for long-term financial stability;
- We know that retail investments are often heavily tied to credit card and checking account transactions within a geographic area, which will lead to new economic opportunities for individuals and their neighborhoods; and
- We know that it strengthens the efforts of non-profit organizations to serve their clients and fulfill their missions while leading to new business opportunities – tapping an unrealized market.

**We invite you to join us as we begin to move the Bank On Louisville campaign across our community and help shine a light on the pathway to economic stability for your employees.**

**To learn more and join in the partnership – visit our website at:**

**[www.BankOnLouisville.com](http://www.BankOnLouisville.com)**